

The Community's Vision

The eighteen statements below make up a collective vision of how the citizens of Salisbury would like to have their city look and function by the year 2020. This series of vision statements evolved from input received from the citizens of Salisbury during town meetings held in the early stages of the planning process.



Small Town Character and Community Identity.

We see Salisbury as a distinct urban enclave, bordered in several directions by farms, open fields, and woodlands. As we approach the city limits, we note the dramatic change in character from the rural countryside to the urban streetscape (landscaped central median, overarching street trees, attractive streetlights) of Salisbury. We appreciate the architecture that is unique to historic Salisbury, free of the plastic, fast food franchise architecture prevalent in so many other communities.



Getting Around.

We see a community with "full-service streets" in which cars and pedestrians, bicyclists and buses are equally at home. We see streets with ample sidewalks, large trees reaching over the street, and attractive pedestrian-scaled streetlights. We see well-planned neighborhoods, designed to encourage walking from home to work, from home to the corner store, or from home to the transit stop.



Environmental Quality.

We see a community with clean air, made possible by less dependence upon the automobile, and the recruitment of environmentally compatible industry. Compared to other communities, we see more people walking, biking, or taking the bus. Our city is designed to cause less traffic congestion and require shorter commutes. We have well controlled storm water runoff with less pollution in our streams due to our smaller, landscaped parking areas and compact two and three story commercial areas.



Community Appearance.

We see a community of clean, tree-lined streets, subtle commercial signage, and buildings of architectural distinction nestled amidst properly designed and well-maintained landscaping. We see smaller parking areas with cars tucked behind landscaped walls and hedges or parked to the rear of buildings. East Innes Street has been transformed into a grand, landscaped boulevard from the I-85 interchange to the downtown. Jake Alexander Boulevard and Main Street have been developed in similar grand fashion.





Historic Preservation.

We see the entire community, from school-aged children to senior citizens, with a keen appreciation for Salisbury's rich history. There is constant attention and energy being poured into the preservation and rehabilitation of the city's historic buildings and other natural resources. We see Salisbury as a model for the state and nation, drawing visitors from far and wide to experience a living, growing community immersed in an historic setting.



Downtown Salisbury.

We see a healthy, vibrant downtown with attractive streets and well-maintained sidewalks filled with people and activity. We see a diverse array of shopping, dining, working, and cultural amenities housed in historic buildings. We see a downtown which is the social and cultural center of the community, and the first place where we want to take visitors. At night, we see streets filled with people and activity and the lights on in upper story apartment windows throughout the downtown area.



Neighborhoods.

We see safe, secure, peaceful neighborhoods in every part of the city, with litter-free streets, manicured lawns and lush gardens. We see freshly painted homes with neighbors greeting neighbors on sidewalks and front porch swings. We see families pushing baby carriages to nearby parks. We see children riding their bikes to the neighborhood corner store for a loaf of bread or a Saturday afternoon ice cream.



Public Safety.

We see a community of neighbors and business owners committed to community based policing. We see police officers on the beat, getting to know the neighborhood kids, and their parents. We see a police department which is committed to supporting the collective will and determination of the people to have a community free of drugs, violence and crime.





Housing.

We see a multitude of housing choices, ranging from single-family homes, to townhouses, to garage apartments, to apartments over downtown shops or the neighborhood corner store. We see neighborhoods with several different well-designed housing types for all incomes where the elderly, young families, singles and others share experiences and help one another.



Economic Opportunity.

We see a community of workers with good paying jobs, and a diverse local economy with employment in services, retail, manufacturing and agriculture, among others. We see workers with pride in their work and the prospect of continual advancement as they go on to develop their skills and earning power.



Fiscal Responsibility and Better Services.

We see a more compact "town" development pattern resulting in considerable cost savings to the taxpayer when compared to a sprawling development pattern. These savings have been realized through fewer miles in paved streets, shorter water and sewer lines, more economical trash collection over shorter routes, more efficient fire protection, and more effective community-based policing, etc.



Parks, Recreation and Open Space.

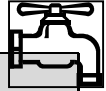
We see large community parks, smaller neighborhood parks, and tiny pocket parks, all well distributed throughout the community. Larger community parks have clusters of playing fields for organized athletic leagues. Smaller neighborhood parks have multi-purpose fields for informal athletic events as well as areas for unstructured play. We see parks convenient to neighborhoods as well as to office workers during their lunch hour.



Greenways.

We see a well used system of interconnected greenways intermingled with the urban fabric of Salisbury and stretching into the countryside. We see a system of short and long trails adjacent to area streams, enjoyed by hikers, bicyclists, and others, which connect an array of schools, parks, nature preserves, and neighborhoods.





Water and Sewer Services.

We see a high quality water supply system, sufficient for growth, well maintained, and financially self-supporting. Our wastewater treatment facilities have been designed and strategically placed for the future to lead the planned, compact growth of our community.



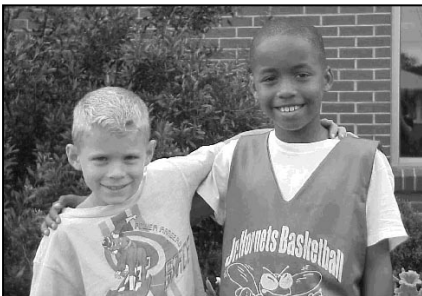
Schools.

We see schools (public, private, parochial, primary, secondary, and higher education) that provide a quality education and are supported by strong parental and community involvement. Our schools are located in proximity to neighborhoods so as to be natural gathering places for people to come together to solve community problems.



The Arts, Entertainment, Sports and Culture.

We see an appreciation for the arts which begins with Salisbury's historic roots, but extends to many other traditional and contemporary art forms and cultural events. We see Salisbury as host for a variety of cultural events, including the arts, entertainment, and sports competitions. We see gathering places for young and old alike to develop their skills and share their talents with others.



Cultural Diversity/Acceptance.

We see a community which embraces and appreciates the strengths and interests of a diverse population made greater by the common objectives of quality education, economic opportunity, public safety, and civic purpose.



Inter-governmental Cooperation/Regionalism

We see Salisbury as an integral part of a greater region. As such, we see our City working constructively with nearby towns, Rowan County, and other surrounding counties on a collective regional vision. In particular, we see continued cooperation on issues such as water quality, air quality, transportation, education, economic development, tourism, community appearance, land preservation, and other growth management issues.